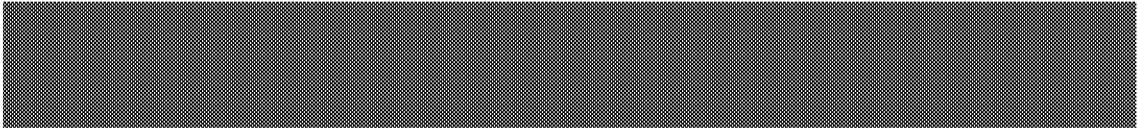




ST. JOSEPH, MO LEAD-BASED PAINT GEOGRAPHICAL INITIATIVE

REGION 7 OUTREACH



WHY ST. JOSEPH

Regional and National Priority Area

2016 Reuters Article

- Since 2010, 120 small children poisoned by lead
- St. Joseph neighborhood among most toxic in Missouri
- Many homes in St. Joseph built before 1978





LEAD-CONTAMINATED WATER HAS BEEN FOUND IN NEIGHBORHOODS WITH HIGH RATES OF LEAD-POISONING. HERE, KELLY BLOOMER, 3, PLAYS IN HIS FRONT PORCH. KATHY HAS EXPERIENCED WITH LEAD-POISONING, PROMPTING THE WINDOW TO CHANGE TO HER ONE-KIDDER FOR KATHY'S LITTLE ONE. (REUTERS/REUTERS/REUTERS)

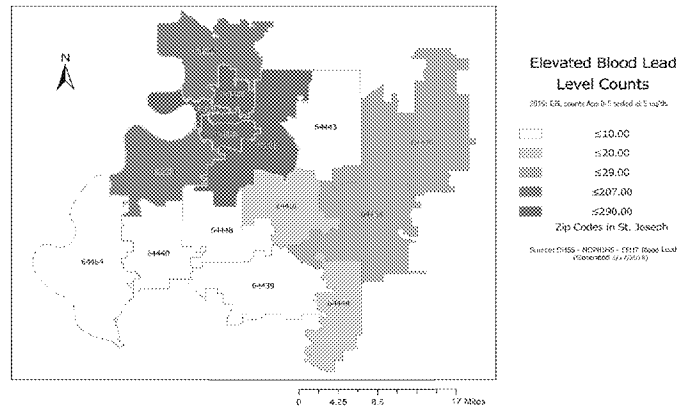
Off the Charts

The thousands of U.S. locales where lead poisoning is worse than in Flint

By Staff

FOCUS AREAS

Elevated Blood Lead Level Counts in Buchanan County, Missouri



Blood Levels in St. Joseph

In St. Joseph, 15 percent of children tested had elevated blood-lead levels – nearly four times the national average (4 percent).

To help address this, our lead poisoning prevention partnership has developed several different initiatives.

WHO IS THE AUDIENCE

- Parents and caregivers with children <10 years of age
- Educators K-12
- Children 5-10 years of age
- Homeowners



TEAM MEMBERS

Lead Task Force Members

- * Jeff Robichaud
- * Jamie Green
- * Althea Moses
- * Angela Brees
- * Emily Albano
- * Katie Howard, Metrics POC

DIY Team

- * Maria Morey (team lead)
- * Ray Bosch
- * Brandon Boatman
- * Neftali Hernandez-Santiago
- * John Reyna

Day Care Team

- * Anna-Marie Romero (team lead)
- * Sara Moreno
- * Angela Sena
- * Marcus Rivas
- * Charlie Foley (Vianey Alvarado)

Community Outreach Team

- * Mark Hanson (team lead)
- * Alma Moreno Lahm
- * Cody Brown
- * Gina Grier
- * Lisa Thresher
- * Yvonne Smith
- * Monica Espinosa

Compliance Team

- * Maria Morey
- * Crystal McIntyre
- * Cassandra Mance



ACTIVITIES

- 4th Annual Speed of Sound Air Show – August 25th
- Southside Fall Festival Parade – September 15th
- Tiny Tot Town – October 9, 2018
- Visits to Day Cares – Various dates
- Pumpkin Festival – October 13-15, 2018
- Education Event for DIY Community (partner with Mo. Dept. of Health and Senior Services) – October 27, 2018
- Edison Elementary Health Fair – November 15, 2018
- Mayor's Children's Christmas Party – December 8, 2018
- Renovator Training
- Inspections/Compliance Assurance



Initiatives will include a variety of outreach, compliance assistance, and enforcement activities such as:
Meeting with local community groups to determine how to best share resources and training opportunities with their members
Working with area home improvement stores to share lead safety information
Attending community and DIY-related events
Providing lead safe certified program training for renovators and inspections
Visiting day care facilities
And coordinating lead safety media coverage and radio public service announcements with the community

MEDIA PLAN

- ※ Kick-off interview with an EPA senior leader and lead program expert; radio, TV and print (Timing: early October)
- ※ Audio PSA for radio (Timing: early October)
- ※ Video PSA for TV and movie theaters (Timing: late October)
- ※ Weekly lead topics during November sweeps; TV and radio (Timing: throughout November)
 - ※ Introduction of lead and impacts on children's health
 - ※ Where to find lead in the home
 - ※ Who should have their children tested, and how to do so
 - ※ How to protect yourself and your family during DIY renovations
 - ※ How commercial renovators become certified, and why they should
- ※ TBD: Spring 2019 Health Fair and Panel Discussion

QUESTIONS

